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ABSTRACT

One of a series of publications dealing with the New Information Order, this paper contains reports of two studies concerning news flow in the Arabian Gulf region. The first study describes the content and volume of news exchanged between the Arab States of the Gulf region and Europe. Various sections of this report provide (1) information on the Gulf News Agency (GNA)--including its foundation, structure and departments, number of employees, bureaus and correspondents, news services and bulletins, operation procedures, and cooperation agreements with other news agencies in the region; (2) discussions of the volume and content of the news flow to the GNA--including its news sources, subject matter, news relevance and dimension; and (3) study findings. The second study describes the flow of news between the Arab States and Iran and Turkey. The various sections of this report offer information on news agencies in the region, international agencies, the research methodology, media outputs in Turkey, and the study findings. A concluding section of the paper contains nine recommendations for the Gulf News Agency in order to improve the news flow between that region and Europe. (FL)

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New Communication Order 3

FLOW OF NEWS IN THE GULF

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3. Flow of News in the Gulf

Foreword

The present issue of "New Communication Order" includes two studies on the content and volume of news exchanged between the Arab States of the Gulf and (a) Europe and (b) Iran and Turkey.

These studies were undertaken in October 1978 under the auspices of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and in collaboration with the news agencies in the Gulf region. For the purpose of the study, this region includes Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia and the United Arab Emirates.

The authors would like to thank all those newsmen who assisted in the execution of the study, especially those in the news agencies of the region and the media institutions in Turkey.

This study is not an official document of the countries it refers to. The views stated therein are the authors' and do not necessarily represent the official views of the countries concerned or those of Unesco.

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Part I

FLOW OF NEWS IN THE GULF REGION
AND
NEWS EXCHANGES WITH EUROPE

by PHIL HARRIS
HARALD MALCZEK

Introduction

The aim of the study was to examine the content and volume of news exchanged between the Gulf region and Europe. This flow is at a very rudimentary stage at present but there is keen interest among executives and staff of the various Gulf news agencies to increase contact and co-operation between their region and Europe.

Through an extended stay at the headquarters of the Gulf News Agency (GNA) in Manama, Bahrain, the two consultants were able to collect complete files of the transmissions of each agency in the region for one week, between 10 and 16 October 1978. On the basis of this, it was felt that the report provides an adequate picture of news flow in the Gulf region.

The news files collected referred to the daily transmissions to the Gulf News Agency of the news agencies specified below:

Iraq - Iraqi News Agency (INA)
Kuwait - Kuwait News Agency (KUNA)
Qatar - Qatar News Agency (QNA)
Saudi Arabia - Saudi Arabia News Agency (SANA)
United Arab Emirates - Emirates News Agency (WAM)

Further, on-the-spot observations were made at the headquarters of KUNA, QNA and WAM, in addition to the period spent at GNA.

For the analysis of volume and content of news, the following four-point schema was used. This schema refers to the transmissions of each of the agencies studied:

a) Analysis of European news transmitted throughout the Gulf Region by the Gulf Region news agencies.
   - Volume of news (including number and length of items)
   - Source of news (including dateline and transmitting media)

- Principal themes of news items

b) Analysis of the Gulf Region news transmitted to Europe and elsewhere.
   - Volume of news (including number and length of items)
   - Source of news (including dateline and transmitting media)
   - Principal themes of news items

c) Analysis of Gulf Region news transmitted within the Gulf Region (that is, news sent by Gulf Region news agencies to GNA and news sent by GNA to Gulf Region news agencies).
   - Volume of news (including number and length of items)
   - Source of news (including dateline and transmitting media)
   - Principal themes of news items

d) Analysis of the reception of Gulf Region news by Europe.
   - Volume of news
   - Source of news
   - Principal themes

On the basis of this schema it is felt that a meaningful assessment can be made of the subject, and that some indication can be given of the impact of news from the Gulf region in Europe and of the impact of news from Europe in the Gulf region.

The Gulf News Agency (GNA)

2.1 Foundation

The Gulf News Agency (GNA), with its head office in Manama (Bahrain), was founded on 1 April 1977 as a co-operative venture of six major oil-producing Gulf States - Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia and the United Arab Emirates. The agency, which acts as an international news agency, is financed by the member sates and its annual budget is in the region of US$ 2,5 million. Its aim is the interchange of news, consisting of the most important news items selected from the services of the member news agencies, between the member agencies and the distribution of a daily news service within the Gulf region and abroad, free of charge.

2.2 Structure and Departments

GNA's activities are decided upon by a Board of Directors consisting of the Directors General of the member agencies. The Chairman of the Board and Director General is the Minister of Information of Bahrain. The management of the agency is executed by a Deputy Director General who is assisted by a chief of administration and a chief editor responsible for the editorial department. The technical department is concerned with teletype operations as well as with monitoring and transmitting GNA's news bulletins.

2.3 Number of Employees

The agency is run by 69 employees (including part-time workers), of whom 17 are members of the editorial staff, working in 6-hour shifts from 07:00 - 13:00, from 13:00 - 19:00 and from 19:00 - 01:00 hours,

local time, six days a week.

2.4 Bureaus and Correspondents

The agency has a correspondent in London. It receives other reports on international affairs concerning developments of interest to the Gulf States on ad-hoc basis. As the result of a decision taken by the GNA Board of Directors on 9 October 1978, GNA, at present, has correspondents in nearly all the member states.

2.5 News Services and Bulletins

GNA produces a daily Arabic-language news service consisting of general, financial and sports news selected from the news services of the member agencies, from its own editorial staff and from monitored radio broadcasts.

Editorial work consists mainly in selecting and rewriting news items. In addition, GNA functions as a transmission centre for selected news from Bahrain which has no national news agency. This news material is provided by the Ministry of Information of Bahrain.

An average of 50 to 70 news items, consisting of news and comments of the regional press, are distributed daily in three two-hour radio-teletype transmissions in Arabic between 11:00 - 13:00, 16:00 - 18:00 and 21:00 - 23:00 hours. The service can be used by anybody within range, free of charge.

Parallel to these radio-transmitted bulletins covering mainly regional, bilateral and multilateral developments of interest to the Gulf States, GNA also distributes these news items immediately after they are received to its member agencies through fixed point-to-point duplex

telegraphic lines. Through the return channel of these duplex lines, GNA receives the services of the member agencies. In this way GNA in Manama is directly connected with Abu Dhabi, Baghdad, Doha, Kuwait and Riyadh. News from Oman, which intends to join GNA at a later date, are received by telex.

GNA's news service is also distributed to one daily and two weekly Arabic newspapers in Bahrain as well as to all radio and TV stations of Bahrain and neighbouring countries. On international matters, newspapers in Bahrain rely directly on REUTER, AFP and the Middle East News Agency (MENA).

As for distribution of GNA news through the Pool of Agencies of the Non-Aligned Countries, the Iraqi news agency (INA) is the sole regional distribution centre for GNA. For this purpose, GNA transmits 5-7 items daily to INA, which retransmits them in its five hours daily transmissions in English and French beamed to Europe, North Africa and Southern Asia. The news of GNA to be transmitted through the Pool, however, emanates solely from Manama (Bahrain).

2.6 How the agency operates

The idea of the Gulf News Agency is to furnish the Gulf Region with a regional news agency rather than a news pool. While this aim is still far from being realized (see below), the steps being taken to establish GNA bureaus in each of the participating states will surely lead to the attainment of this goal.

For the time being, GNA operates more as a news pool for the agencies of Iraq, Kuwait, Qatar, Saudi Arabia and the United Arab Emirates, with a relatively small proportion of material being prepared by GNA staff in Bahrain. All five agencies feeding GNA are members of the agency on an equal basis, although the amount of news sent to GNA by the various agencies varies to some extent.

In addition, the role of the Iraqi News Agency is possibly more important than that of the other participating agencies since INA is GNA's link with the rest of the world. INA includes in its services in English and French to North Africa, South Asia and Europe about 5-7 items per day from GNA. It also receives about 2 items per day from each of the Gulf region news agencies and transmites them in its pool service. Another 2 items per day from Bahrain are also transmitted by INA.

At the moment, GNA acts as a selection centre for material transmitted by the five participating agencies. All the five Gulf region news agencies have their own contracts and arrangements with other news agencies in various parts of the world and these arrangements are viewed by the five Gulf Region news agencies as more or less important than the GNA arrangement.

Despite their relative "infancy" the five news agencies in the Gulf Region possess relatively sophisticated technology - thanks largely to the prosperity of the Region itself. One major difference however, between these agencies and, for example, European news agencies is that those of the Gulf Region have been established by their respective governments. Thus, they will also carry out what can be termed "official" activity.

This link between government and agency is most often manifest in the somewhat stilted presentation of news by comparison with the "lighter" presentation in, for example, American and European agencies. The tendency is for a disproportionate amount of space to be devoted to what can be called "protocolarian" news (that is, the doings, sayings and travels of political elite figures).

2.7 Co-operation Agreements

The agency has no agreements with other news agencies for the time being.

Analysis of the volume and content of news

3.1 Samples and criteria

Various scientific and academic criteria exist for selecting representative samples of news material if one wishes to analyse news output. Largely through pressure of time, but also because the authors felt sure that one week's news material would be sufficiently representative, the decision was made to analyse news copy during one week in October 1978, namely 10 October to 16 October (inclusive).

It remains, however, true that the selection of any time period may lead to "distortion" if the period includes major news events which are relatively heavily covered. This may mean that news items which would normally have been transmitted are "spiked" or that once transmitted are rejected in favour of the "big stories". During the period of analysis, for example, several major events of particular interest to the Gulf region received disproportionately heavy attention - these events included the on-going Egypt-Israel talks in the United States, the opposition of a number of Arab States against these talks and the continuing crisis in Lebanon.

In conducting the analysis of news content, it was decided to focus on five major aspects of the news material:

- Volume
- Source
- Subject matter
- 'News dimension'
- 'News relevance'

The volume of news was assessed using two criteria - number of stories and number of lines. Figures for both will be given below, but it should be pointed out that more details will be given about the number of lines than the number of stories since the former gives a more

accurate impression of "news space". It should be also pointed out that the news material analysed in the Gulf region appeared in Arabic script[1] and, on average, each line of a news item contained 10 words.

The source of news was also assessed according to two criteria - originating news agency (and, in the case of Gulf News Agency, also radio stations) and dateline. The latter refers to the city or town from which the news item originates.

The subject matter of news is less easy to analyse. Researchers have devised a multiplicity of coding schemes for the subject analysis of news content. In order to provide a broad but relevant analysis of news content, the authors decided to adopt a 10-category classification. This classification included the following subjects:

- Political/Military
- Economic
- Socio-Cultural
- Environment/Technology/Science
- Legal/Police
- Health
- Information
- Media Comment
- Sport
- Other

Most of these categories are self-explanatory but a few require some elaboration. "Information" refers to news item concerned with the news media or other forms of information transmission or with communications in general. This category would thus include, for example, a regional meeting of news agency directors held in Manama, Bahrain. "Media Comment" refers to news items which carry material from newspapers and other news media. Such items would conventionally appear in the form of "Today, an editorial in... newspapers said that...". Finally, "Other" refers here to miscellaneous material which is impossible to classify under the major headings. It also includes, for the purposes of this

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1) The authors would like to thank the staffs of the various agencies who took time to translate the material for the research.

study, news items on racism and human rights which formed a very small proportion of the total material. Figures for those categories can, however, be found in the detailed tables available at Unesco.

Each of the subject categories contains a number of different sub-themes. The following is a complete list with the abbreviations used in the tables:

Political/Military	
Political	POL
Military	MIL
Demonstration	DEMO

Economic	
Economic	ECO
Oil	OIL
Finance	FIN
Commerce/Trade	COMM
Currency	CURRENCY
Aid	AID
Energy	ENERGY
Agriculture	AGR
Labour	LAB
Strike	STRIKE
Industry	IND

Socio-Cultural	
Social	SOC
Cultural	CULT
Education	EDU
History	HIST
Religion	REL

Environment/Technology/Science	
Environment	ENV
Technology	TECH

Transport	TRAN
Science	SCI
Legal/Police	
Legal	LEG
Police	POLICE
Crime	CRIME
Health	
Health	HEALTH
Information	
Information	INFO
Media Comment	
Press Agency Comment	AGENCY COMMENT
Press Radio Comment	PRESS COMMENT
Sport	
Sport	SPORT
Other	
Racism	RACISM
Human Rights	HUMAN RIGHTS
Miscellaneous	MISCELLANEOUS

It was decided to examine the "news dimension" of each news item because the authors felt that this type of classification shed some light on the "relevance" or "acceptability" of news items for different audiences. "News dimension" refers to the scope of a news item, ranging from domestic through bilateral and regional to international. A domestic item contains news pertaining solely to the country from which it originates. Bilateral items refer to relationships between two countries. Regional items are concerned with relationships between a

number of countries in the same geo-political region. International items are concerned with macro-level events and relationships. Obviously, however, it is extremely difficult to place some items within one dimension only, and some flexibility was introduced in this study by allowing two dimensions to be coded. Thus a story concerning an event in Iraq but with implications for the Gulf region would be coded as Domestic/Regional. In such cases it is the first dimension cited which is the main focus of the item. The abbreviations used in the tables refer to the following dimensions:

DOM	Domestic
BIL	Bilateral
REG	Regional
INT	International

Finally, given the specific nature of the research, it was decided to code news item for "news relevance". This refers to explicit references in the news item to Arab or European affairs. A news item would be given such a classification if, for example, it referred to a British delegation visiting Kuwait. Where the reference is to a European "angle" the designation EU has been used; where the reference is to an Arab "angle" the designation AR has been used.

3.2 Volume

During the seven-day period of analysis, the volume of news transmitted by the various Gulf region news agencies varied to a greater or lesser extent between the various agencies and also daily within each agency. The table on the following page indicates both the number of stories transmitted by each agency and the volume of news as measured by number of lines.

The agency supplying the lowest volume of material to the Gulf News Agency is the Kuwait News Agency (a total of 1,540 lines) while

TABLE 3.1

	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
10 Oct							
Number	43	64	62	37	52	58	273
Lines	338	572	449	294	560	471	2346
% Lines	14.7	17.2	15.5	19.1	19.6	16.6	17.5
11 Oct	38	69	64	25	40	65	263
Number							
Lines	341	622	452	326	417	551	2368
% Lines	14.8	18.7	15.7	21.2	14.6	19.5	17.6
12 Oct							
Number	36	35	52	16	47	36	186
Lines	290	336	370	173	419	250	1548
% Lines	12.6	10.1	12.8	11.2	14.7	8.8	11.5
13 Oct							
Number	25	35	39	9	20	34	137
Lines	208	314	238	144	204	282	1182
% Lines	9.0	9.4	8.2	9.4	7.1	10.0	8.8
14 Oct							
Number	52	69	52	27	50	43	241
Lines	411	536	349	265	478	336	1964
% Lines	17.9	16.1	12.1	17.2	16.8	11.9	14.6
15 Oct							
Number	43	42	67	22	48	31	210
Lines	355	349	560	208	458	256	1831
% Lines	15.4	10.5	19.4	13.5	16.1	9.0	13.6
16 Oct							
Number	48	73	69	15	31	69	257
Lines	360	596	471	130	318	686	2201
% Lines	15.6	17.9	16.3	8.4	11.1	24.2	16.4
TOTALS							
Number	285	387	405	151	288	336	1567
Lines	2303	3325	2889	1540	2854	2832	13440
% Lines	100.0	99.9	100.0	100.0	100.0	100.0	100.0

the Emirates News Agency is the biggest supplier (3,325 lines). In proportional terms, WAM supplies almost ¼ of GNA's input (24.7 %), INA, QNA and SNA all about 21 % (21.5 %, 21.2 % and 21.1 % respectively) with KUNA supplying only 11.5 %. These figures do not take into account the additional input (which is in any case small) from radio stations monitored by GNA. Again, excluding these inputs, it can be seen that of the more than 13,000 lines "fed into" GNA, the agency only uses around 17 % for its transmissions.

While this means that the largest part (some 80 %) of the incoming material is not used by GNA, this does not mean that it is discarded. The headquarters in Manama maintains current files of all material received and this material may be used as background for later news stories. The most important reason given for the rejection of incoming material was that it tended to be too "parochial" or "local" for a regional news service. The extent to which the different agencies provided such news will be examined later.

3.3 Source

While the figures presented above give some general indication of the overall quantitative flow of news, they do not provide any meaningful insights into news flow. Of importance in any analysis of news flow is the question of "news geography" - that is, from where do news items originate? In particular, if we wish to identify the flow of news between regions it is essential to identify the datelines of news items. The table No.3.2 indicates the dateline breakdown by region of each of the agencies for each of the seven days analysed.

TABLE 3.2

Regional Datelines	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
10 Oct							
GULF REGION							
Lines	268	567	176	294	408	319	1764
% Lines	79.2	99.1	39.1	100.0	72.7	68.0	75.2
ARAB COUNTRIES*)							
Lines	32	5	89		112	70	276
% Lines	9.5	0.9	19.8		20.0	14.8	11.8
EUROPE							
Lines			72			65	137
% Lines			16.0			13.8	5.8
OTHER							
Lines	38		112		40	17	169
% Lines	11.2		25.0		7.2	3.6	7.2
11 Oct							
GULF REGION							
Lines	289	525	300	326	270	316	1737
% Lines	84.8	84.5	66.3	100.0	64.7	57.3	73.3
ARAB COUNTRIES							
Lines	27		96		100	86	282
% Lines	7.9		21.2		24.0	15.5	11.9
EUROPE							
Lines		14	27			58	99
% Lines		2.3	6.0			10.5	4.2
OTHER							
Lines	25	83	29		47	91	250
% Lines	7.4	13.3	6.4		11.3	16.5	10.6
12 Oct							
GULF REGION							
Lines	268	329	218	173	256	106	1082
% Lines	92.4	97.9	58.9	100.0	61.0	42.4	69.9

*) Refers to all Arab countries excluding Gulf countries.

TABLE 3.2 (cont'd.)

Regional Datelines	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
ARAB COUNTRIES							
Lines	7		80		133	99	312
% Lines	2.4		21.7		31.8	39.6	20.2
EUROPE							
Lines			27		4		31
% Lines			7.3		0.9		2.0
OTHER							
Lines	15	7	45		26	45	123
% Lines	5.2	2.1	12.2		6.2	18.0	7.9
13 Oct							
GULF REGION							
Lines	130	266	91	144	101	60	662
% Lines	62.6	84.8	38.2	100.0	49.5	21.3	56.1
ARAB COUNTRIES							
Lines	20		80		103	80	263
% Lines	9.6		33.7		50.4	28.3	22.2
EUROPE							
Lines	23	14	39			55	108
% Lines	11.1	4.5	16.4			19.5	9.1
OTHER							
Lines	35	34	28			87	149
% Lines	16.8	10.8	11.8			30.9	12.6
14 Oct							
GULF REGION							
Lines	330	502	181	265	281	202	1431
% Lines	80.2	93.7	51.9	100.0	58.8	60.2	72.9
ARAB COUNTRIES							
Lines	42		71		164	79	314
% Lines	10.2		20.4		34.4	23.5	16.0
EUROPE							
Lines		34	25			18	77
% Lines		6.3	7.1			5.4	3.9

(cont'd.)

TABLE 3.2 (cont'd.)

Regional Datelines	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
OTHER							
Lines	39		72		33	37	142
% Lines	9.5		20.6		6.9	11.1	7.2
15 Oct							
GULF REGION							
Lines	285	333	316	195	262	170	1276
% Lines	80.3	95.3	56.5	93.7	57.1	66.3	69.7
ARAB COUNTRIES							
Lines	38	16	76		196	67	355
% Lines	10.7	4.6	13.6		42.7	26.2	19.4
EUROPE							
Lines			41	13			54
% Lines			7.3	6.3			2.9
OTHER							
Lines	32		127			19	146
% Lines	9.0		22.6			7.4	8.0
16 Oct							
GULF REGION							
Lines	239	537	227	130	186	368	1448
% Lines	66.5	90.1	48.3	100.0	58.5	53.6	65.8
ARAB COUNTRIES							
Lines	74	19	109		121	239	488
% Lines	20.6	3.2	23.0		37.9	34.9	22.2
EUROPE							
Lines	17	21	48			15	84
% Lines	4.7	3.5	10.1			2.2	3.8
OTHER							
Lines	30	19	87		11	64	181
% Lines	8.3	3.2	18.5		3.5	9.4	8.2
TOTALS							
GULF REGION							
Lines	1809	3059	1509	1527	1764	1541	9400
% Lines	78.6	91.9	52.2	99.2	62.0	54.3	69.9

(cont'd.)

TABLE 3.2 (cont'd.)

Regional Datelines	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
ARAB COUNTRIES							
Lines	240	40	601		929	720	2290
% Lines	10.3	1.1	20.8		32.6	25.4	17.0
EUROPE							
Lines	40	83	279	13	4	211	590
% Lines	1.7	2.5	9.7	0.8	0.1	7.3	4.4
OTHER							
Lines	214	143	500		157	360	1160
% Lines	9.3	4.4	17.2		5.5	12.7	8.6

Looking at these figures in overall terms, it is clear that there are significant variations between agencies although some general similarities are also evident. Thus, for example, all of the Gulf region news agencies feeding GNA tend to supply a proportionately large quantity of Gulf area news. This is not surprising since they are all national Gulf agencies. The amount of Gulf region news transmitted over the seven-day period varies, however, from the almost exclusively Gulf news orientation of the Kuwait News Agency (99.2 %) and the Emirates News Agency (91.9 %) through over 60 % for Qatar News Agency to slightly over 50 % for both the Iraqi News Agency and the Saudi News Agency. In fact, the concentration of the Kuwait and the Emirates News Agencies is even more marked than the figures above show. Kuwait News Agency focuses virtually exclusively on news from Kuwait - 1510 lines out of 1527 lines for the Gulf Region as a whole, amounting to 98.9 % of such news (the only other Gulf dateline given coverage is Baghdad from which there are only 17 lines accounting for 1.1 % of such news). While Gulf news from the Emirates News Agency is less concentrated, there is, however, a tendency to focus on news emanating from Abu Dhabi. In the seven-day period, news with an Abu Dahbi dateline accounted for 2105 lines out of a total of 3059 lines for Gulf news - this

represented 68.8 % of all Gulf news or 63.3 % of all news transmitted by the agency.

This tendency towards concentration is also noticeable in the case of the Iraqi News Agency, to a lesser extent in the case of the Saudi News Agency and much less so in the case of the Qatar News Agency. The Iraqi News Agency, for example, transmitted in the seven-day period a total of 150[illegible] lines of Gulf news of which 1368 lines carried a Baghdad dateline. This represented 90.7 % of all INA's Gulf news. The Saudi News Agency is slightly less concentrated - two datelines, Jeddah and Riyadh, account for 1046 lines out of 1541 lines of Gulf news or almost 68 % of Gulf news. On the other hand, while INA's news from Baghdad accounted for over 47 % of the total news in its one week transmissions, SNA's news from Jeddah and Riyadh accounted for only 36.9 % of its total news transmissions. Finally, the agency least concentrated is the Qatar News Agency. Four major datelines "dominate" the Gulf news from QNA - Abu Dhabi, Doha, Fejerah and Kuwait - and these four datelines together account for 1111 lines out of a total of 1764 lines of Gulf news. This represents 63 % of the total Gulf news or 39 % of total QNA output for one week.

For other datelines, there are variations between the agencies. Kuwait News Agency, for example, is so concentrated on Kuwait news that only one item (13 lines) was transmitted with a non-Gulf dateline. The Emirates News Agency, which was also heavily concentrated on Gulf news, had few stories with non-Gulf datelines, although there were stories with a non-Gulf, non-Arab or non-European dateline. These accounted for just over 4 % of total output and most of them carried a Washington dateline - 95 lines out of 143 lines or over 66 %.

All the other three news agencies providing input to the Gulf News Agency had, to a greater or lesser extent, a second dominant news source - non-Gulf Arab countries. Qatar News Agency, for example, transmitted over 32 % of such items, Saudi News Agency over 25 % and Iraqi News Agency just under 21 %.

Again, there were varying degrees of concentration on particular Arab datelines between the three agencies. For Qatar News Agency, three datelines - Beirut, Cairo and Damascus - accounted for 805 out of 929 lines of Arab news (86.7 %). For the Saudi News Agency, also three datelines - Amman, Beirut and Cairo - accounted for 607 out of 720 lines of Arab news (84.3 %). Finally, the Iraqi News Agency was slightly less concentrated, with four datelines - Aden, Beirut, Rabat and San'a - accounting for 450 out of 601 lines of Arab news (almost 75 %).

None of the agencies providing GNA's input contributed a significant amount of European news. Overall, only 590 out of 13440 lines concerned European datelines - this amounted to 4.4 % of all news. The Iraqi News Agency supplied most European news - 279 out of its total of 2889 lines (9.7 %) were European. The Saudi News Agency supplied the second largest amount of European news - 211 out of a total of 2832 lines (7.3 %). These two agencies together supplied over 83 % of the total input of European news to GNA. The Emirates News Agency supplied only 2.5 % European news, the Kuwait News Agency only 0.8 % and the Qatar News Agency only 0.1 %.

If we turn to the Gulf News Agency and look at its output, we see that although the percentages vary from day to day, the overall picture from one week's analysis is that the GNA tends to follow the general pattern of the incoming material. That is, Gulf news is dominant (almost 79 % of the total output), with Arab news second-placed (over 10 % of total output). However, GNA (at least in the week of the study) tended to increase the percentage of Gulf news (from 69.9 % incoming to 78.6 outgoing) and also, to a lesser extent, of Other news (from 8.6 % incoming to 9.3 % outgoing). On the other hand, GNA tended to decrease the percentages of Arab and European news (from 17.0 % incoming to 10.3 % outgoing and from 4.4 % incoming to 1.7 % outgoing respectively).

As with the news agencies providing the input for GNA, the Gulf News Agency also tended to concentrate its news in certain locations. For example, although GNA provided news from 14 Gulf locations, the coverage was concentrated on four - Abu Dhabi, Baghdad, Kuwait and Ma-

nama. Together, these four datelines accounted for 1236 out of 1809 lines of Gulf news, or over 68 % of Gulf news. Similarly, in its coverage of non-Gulf Arab news, the agency concentrated on two major datelines - Beirut and San'a - which between them accounted for 165 out of 240 lines, or almost 69 %. The Gulf News Agency carried news from only two European datelines - Brussels and London. For "Other news", GNA concentrated on news from Teheran - 128 out of 214 lines, or almost 60 %.

That all the news agencies under analysis should concentrate on Gulf news should not, as was pointed out above, be surprising. They are after all Gulf news agencies with obvious interest in Gulf news. What is surprising, however, is the extent to which this "local" news dominates, although (as shown) this varies in extent between the agencies. Also of concern is the tendency to concentrate coverage within regions. This is a problem with all news agencies - there is no reason to expect the Gulf agencies to be much different. But it might be argued that some "levelling-out" or "balancing" might be effected to minimize concentration. The ease with which the Gulf News Agency can achieve this is, to some extent, limited by the material with which it is provided. Concentration in incoming material will have a tendency to structure concentration in GNA's output. On the other hand, a regional news agency should attempt to provide a balanced regional picture and this is a direction in which the Gulf News Agency might in future direct its efforts.

Of perhaps greater concern, given the nature of this research study, is the paucity of European news flowing in the Gulf. Once again, the Gulf News Agency is constrained by the material it receives and if little or no European material is received then it is difficult to imagine GNA being in a position to alter this state of affairs. However, it was noted above that GNA has a tendency to "cut" European news from an already low level in the incoming material to an almost negligible level in its transmissions.

It should be mentioned here that a basic problem with the flow

of news in the Gulf region is the tendency towards repetition of items. It is theoretically possible, for example, for two or more agencies to send the same news item to GNA and for GNA to transmit an edited version of such an item back to the agencies from which the originals had been received. This amounts to heavy duplication and waste. However, such a problem is recognized and the most likely items to be "cut" are, in fact, those which are most distant from a Gulf focus.

3.4 Subject matter

Dateline analysis does not give a complete picture of what can be broadly termed European-interest news. As was mentioned in the introduction to this section, it was decided to look also at "news relevance" to determine Arab or European angles. This will be examined later. At this point, however, we turn our attention to the subject matter of news material. As already stated, the authors adopted a 10-category classification for the subject matter analysed. The table on the following pages represents a generalized version of the subject breakdown for each agency for each day of analysis - the complete tables are available at Unesco.

TABLE 3.3

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
10 Oct							
POLITICAL/MIL'Y							
Lines	176	99	286	76	364	200	1025
% Lines	52.1	17.3	63.6	25.8	65.0	42.5	43.7
ECONOMIC							
Lines	61	123	61	37	97	76	394
% Lines	18.1	21.5	13.6	12.6	17.2	16.1	16.8
SOCIO-CULTURAL							
Lines	22	107	40	66	31	69	313
% Lines	6.5	18.7	8.9	22.5	5.6	14.7	13.3
ENV/TECH/SCIENCE							
Lines	10		10		13		23
% Lines	3.0		2.2		2.3		1.0
LEGAL/POLICE							
Lines		20	5				25
% Lines		3.5	1.1				1.1
HEALTH							
Lines	26	63	10			19	92
% Lines	7.7	11.0	2.2			4.0	3.9
INFORMATION							
Lines	22	39	17	11	33	11	111
% Lines	6.5	6.8	3.8	3.7	5.9	2.3	4.7
MEDIA COMMENT							
Lines	21	92	15	94	14	62	277
% Lines	6.2	16.1	3.3	32.0	2.5	13.2	11.8
SPORT							
Lines		29	5	10	8	24	76
% Lines		5.0	1.1	3.4	1.4	5.1	3.2
OTHER							
Lines						10	10
% Lines						2.1	0.4

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
11 Oct							
POLITICAL/MIL'Y							
Lines	69	81	194	47	165	275	762
% Lines	20.2	12.9	42.8	14.3	39.6	49.9	32.2
ECONOMIC							
Lines	137	216	151	116	158	119	760
% Lines	40.1	34.7	33.4	35.5	37.9	21.6	32.1
SOCIO-CULTURAL							
Lines	38	166	41	25	7	39	278
% Lines	11.1	26.5	9.0	7.6	1.7	7.0	11.7
ENV/TECH/SCIENCE							
Lines	16	10	16				26
% Lines	4.7	1.6	3.5				1.1
LEGAL/POLICE							
Lines		6	7				13
% Lines		1.0	1.5				0.6
HEALTH							
Lines	12	21			22		43
% Lines	3.5	3.4			5.3		1.8
INFORMATION							
Lines	35	15	22	125	25	20	207
% Lines	10.3	2.4	4.9	38.3	6.0	3.6	8.7
MEDIA COMMENT							
Lines	16	99		13	22	76	210
% Lines	4.7	15.9		4.0	5.3	13.8	8.9
SPORT							
Lines	6	8	21		18	17	64
% Lines	1.8	1.3	4.6		4.3	3.1	2.7
OTHER							
Lines	12					5	5
% Lines	3.5					0.9	0.2

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
12 Oct							
POLITICAL/MIL'Y							
Lines	57	57	171	19	147	185	579
% Lines	19.7	17.0	46.1	11.0	35.1	74.0	37.4
ECONOMIC							
Lines	119	100	107	17	114	19	357
% Lines	41.1	29.8	28.8	9.8	27.1	7.6	23.1
SOCIO-CULTURAL							
Lines	16	33	20	12	6	13	84
% Lines	5.5	9.9	5.4	6.9	1.4	5.2	5.4
ENV/TECH/SCIENCE							
Lines		11			4		15
% Lines		3.3			0.9		1.0
LEGAL/POLICE							
Lines					9		9
% Lines					2.1		0.6
HEALTH							
Lines	59	62	20		33		115
% Lines	20.3	18.5	5.4		7.8		7.4
INFORMATION							
Lines	20	17				10	27
% Lines	6.9	5.1				4.0	1.7
MEDIA COMMENT							
Lines	19	44	43	117	98	8	310
% Lines	6.5	13.1	11.6	67.6	23.4	3.2	20.0
SPORT							
Lines		12			8	11	31
% Lines		3.6			1.9	4.4	2.0
OTHER							
Lines			9	8		4	21
% Lines			2.4	4.6		1.6	1.4

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
13 Oct							
POLITICAL/MIL'Y							
Lines	39		104		124	142	370
% Lines	18.7		43.6		60.7	50.5	31.3
ECONOMIC							
Lines	82	133	58	20	53	55	319
% Lines	39.4	42.3	24.3	13.9	25.9	19.5	27.0
SOCIO-CULTURAL							
Lines	30	83	7	88	10	12	200
% Lines	14.4	26.5	2.9	61.1	4.9	4.3	16.9
ENV/TECH/SCIENCE							
Lines		11				5	16
% Lines		3.5				1.8	1.4
LEGAL/POLICE							
Lines		6	5				11
% Lines		1.9	2.1				0.9
HEALTH							
Lines	39	15	13		5		33
% Lines	18.7	4.8	5.5		2.4		2.8
INFORMATION							
Lines			11				11
% Lines			4.6				0.9
MEDIA COMMENT							
Lines	12	41	27	36	12	41	157
% Lines	5.8	13.1	11.3	25.0	5.9	14.5	13.3
SPORT							
Lines	6	25	10			20	55
% Lines	2.9	8.0	4.2			7.1	4.7
OTHER							
Lines			3			7	10
% Lines			1.3			2.5	0.8

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
14 Oct							
POLITICAL/MIL'Y							
Lines	169	124	144	67	239	118	692
% Lines	41.2	23.1	41.2	25.3	50.1	35.1	35.2
ECONOMIC							
Lines	108	182	102	86	124	90	584
% Lines	26.2	33.9	29.2	32.4	25.9	26.8	29.7
SOCIO-CULTURAL							
Lines	46	66	11	43	24	59	203
% Lines	11.2	12.3	3.1	16.2	5.2	17.6	10.3
ENV/TECH/SCIENCE							
Lines	30		36		6	14	56
% Lines	7.3		10.3		1.3	4.2	2.8
LEGAL/POLICE							
Lines	11	21	5		23		49
% Lines	2.7	3.9	1.4		4.8		2.5
HEALTH							
Lines	25	52	14		4		70
% Lines	6.1	9.7	4.0		0.8		3.6
INFORMATION							
Lines			11			10	21
% Lines			3.1			3.0	1.1
MEDIA COMMENT							
Lines	14	83	15	69	58		225
% Lines	3.4	15.5	4.3	26.0	12.1		11.5
SPORT							
Lines		8	11			37	56
% Lines		1.5	3.1			11.0	2.8
OTHER							
Lines	8					8	8
% Lines	1.9					2.4	0.4

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
15 Oct							
POLITICAL/MIL'Y							
Lines	126	132	242	77	316	145	912
% Lines	35.5	37.7	43.2	37.0	68.9	56.6	49.8
ECONOMIC							
Lines	125	83	208	72	51	33	447
% Lines	35.1	23.8	37.1	34.5	11.1	12.9	24.4
SOCIO-CULTURAL							
Lines	24	82	35	2	11	40	170
% Lines	6.7	23.6	6.3	1.0	2.4	15.6	9.3
ENV/TECH/SCIENCE							
Lines	29	28	7	6	17		58
% Lines	8.2	8.0	1.2	2.9	3.7		3.2
LEGAL/POLICE							
Lines	5		5		5		10
% Lines	1.4		0.9		1.1		0.5
HEALTH							
Lines	8	18				20	38
% Lines	2.2	5.2				7.8	2.1
INFORMATION							
Lines	11	6	56		19		81
% Lines	3.1	1.7	10.0		4.1		4.4
MEDIA COMMENT							
Lines	27			51	39	12	102
% Lines	7.6			24.5	8.5	4.7	5.6
SPORT							
Lines			7				7
% Lines			1.2				0.4
OTHER							
Lines						6	6
% Lines						2.3	0.3

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
16 Oct							
POLITICAL/MIL'Y							
Lines	154	208	280	38	158	400	1084
% Lines	42.7	34.9	59.3	29.2	49.6	58.3	49.3
ECONOMIC							
Lines	94	189	82	56	37	56	420
% Lines	26.0	31.7	17.4	43.0	11.6	8.2	19.1
SOCIO-CULTURAL							
Lines	43	71	60		14	65	210
% Lines	12.1	11.9	12.8		4.4	9.5	9.5
ENV/TECH/SCIENCE							
Lines	5	5	5	16	19	103	148
% Lines	1.4	0.8	1.1	12.3	6.0	15.0	6.7
LEGAL/POLICE							
Lines							
% Lines							
HEALTH							
Lines	4	12	10		22		44
% Lines	1.1	2.0	2.1		6.9		2.0
INFORMATION							
Lines		7			18	18	43
% Lines		1.2			5.7	2.6	2.0
MEDIA COMMENT							
Lines	48	95	12	15	44		166
% Lines	13.3	15.9	2.5	11.5	13.8		7.5
SPORT							
Lines	7		11			40	51
% Lines	1.9		2.3			5.8	2.3
OTHER							
Lines	5	9	11	5	6	4	35
% Lines	1.4	1.5	2.3	3.8	1.9	0.6	1.6

TABLE 3.3 (cont'd.)

Subject Matter	GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
TOTALS							
POLITICAL/MIL'Y							
Lines	790	701	1421	324	1513	1465	5424
% Lines	34.2	21.2	49.1	21.0	53.1	51.7	40.4
ECONOMIC							
Lines	726	1026	769	404	634	448	3281
% Lines	31.4	30.8	26.7	26.2	22.0	15.9	24.4
SOCIO-CULTURAL							
Lines	219	608	214	236	103	297	1458
% Lines	9.4	18.1	7.4	15.2	3.4	10.5	10.9
ENV/TECH/SCIENCE							
Lines	90	65	74	22	59	122	342
% Lines	3.9	1.9	2.4	1.4	2.1	4.3	2.5
LEGAL/POLICE							
Lines	16	53	27		37		117
% Lines	0.7	1.6	0.9		1.3		0.9
HEALTH							
Lines	173	243	67		86	39	435
% Lines	7.6	7.3	2.2		3.0	1.4	3.2
INFORMATION							
Lines	88	84	117	11	95	69	376
% Lines	3.8	2.6	4.1	0.7	3.3	2.4	2.8
MEDIA COMMENT							
Lines	157	454	112	507	287	199	1559
% Lines	6.8	13.7	3.9	32.9	10.1	7.0	11.6
SPORT							
Lines	19	82	65	23	34	149	353
% Lines	0.8	2.4	2.2	1.5	1.2	5.2	2.6
OTHER							
Lines	25	9	23	13	6	44	95
% Lines	1.1	0.3	0.8	0.8	0.2	1.5	0.7

As with the analysis of datelines, it can be seen that there are marked differences between the subjects covered by the different agencies. There is also a day-to-day variation within each agency between coverage of particular types of subject matter. Looked at in overall terms (i.e. for the total week's material), the input to the Gulf News Agency from the contributing agencies is dominated by Political/Military and Economic news items. Taken together, these two categories account for almost 65 % of the total material. However, Socio-Cultural news is relatively well represented, accounting for almost 11 % of total news, and Media Comment has a relatively high percentage of space - 11.6 % overall. This figure has been heightened by Kuwait News Agency, which devoted almost 33 % of its total news material to comments from other media. In fact, on one day (12 October) KUNA's transmission contained almost 68 % Media Comment news.

The world-wide tendency for news agencies to concentrate on Political/Military and Economic news is demonstrated here in the case of the Gulf news agencies. In two cases, these categories together account for over 75 % of news space - Iraqi News Agency transmitted 75.8 % of such news, while Qatar News Agency transmitted 75.1 % of such news. The other three news agencies - Saudi News Agency, Emirates News Agency and Kuwait News Agency - respectively transmitted 67.6 %, 52.0 % and 47.2 % of Political/Military and Economic news.

Turning to the Gulf News Agency, it can be seen that in its output GNA had roughly similar news "priorities" to those agencies "feeding" GNA. Thus, Political/Military and Economic news were the most strongly represented and accounted for 65.6 % of GNA's seven-days output. However, there are some points to be made concerning GNA's output. For example, there was a slight tendency to decrease Political/Military news (from 40.4 % incoming to 34.2 % outgoing). GNA also tended to decrease the emphasis on Media Comment news (from 11.6 % incoming to 6.8 % outgoing). In one other category, there was a noticeable variation - Health news accounted for only 3.2 % of material coming into GNA but accounted for more than double (7.6 %) being transmitted by GNA. The explanation for this increase is that, during the

presents this data.

An explanatory note is, however, necessary. The first focus identified in the dual classification refers to the country from which the news originates and the second focus refers to the second partner in the Bilateral item. Thus, a story from Kuwait concerning a meeting between a Kuwait minister and a British minister would appear as AR/EU. Further, since the interest is primarily with Arab and European interests, it was decided not to include such categories as relationships between Europe and non-Arab areas or between non-Arab areas.

TABLE 3.5

News Relevance		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
10 Oct								
AR/AR	Lines	82	63	77	21	152	67	380
	% Lines	61.7	52.5	37.4	56.8	69.4	38.7	50.3
AR/EU	Lines	23	31	18	13	31	36	129
	% Lines	17.3	25.8	8.7	35.1	14.2	20.8	17.1
AR/OTH	Lines	18	26	22	3	25	21	97
	% Lines	13.5	21.7	10.7	8.1	11.4	12.1	12.8
EU/AR	Lines			6			5	11
	% Lines			2.9			2.9	1.5
OTH/AR	Lines			12			13	25
	% Lines			5.8			7.5	3.3
OTHER	Lines	10		71		11	31	113
	% Lines	7.5		34.5		5.0	17.9	15.0
11 Oct								
AR/AR	Lines	85	68	66	26	60	60	280
	% Lines	50.9	46.3	27.1	50.0	41.4	33.9	36.6

TABLE 3.5 (cont'd.)

News Relevance		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
AR/EU	Lines	39	31	42	18	15	11	117
	% Lines	23.3	21.1	17.2	34.6	10.3	6.2	15.3
AR/OTH	Lines	30	26	75	8	23	29	161
	% Lines	18.0	17.7	30.7	15.4	15.9	16.4	21.0
EU/AR	Lines			4			25	29
	% Lines			1.6			14.1	3.8
OTH/AR	Lines	7	7	16		32	17	72
	% Lines	4.2	4.8	6.6		22.1	9.6	9.4
OTHER	Lines	6	15	41		15	35	106
	% Lines	3.6	10.2	16.8		10.3	19.8	13.9
12 Oct								
AR/AR	Lines	39	23	47	4	77	63	214
	% Lines	43.8	21.9	26.1	36.4	74.8	47.0	40.2
AR/EU	Lines	24	13	47	3	14	34	111
	% Lines	27.0	12.4	26.1	27.3	13.6	25.4	20.8
AR/OTH	Lines	22	62	34	4	4	6	110
	% Lines	24.7	59.0	18.9	36.4	3.9	4.5	20.6
EU/AR	Lines					4		4
	% Lines					3.9		0.8
OTH/AR	Lines	4	7	20		4	17	48
	% Lines	4.5	6.7	11.1		3.9	12.7	9.0
OTHER	Lines			32			14	46
	% Lines			17.8			10.4	8.6
13 Oct								
AR/AR	Lines	17		31		19	14	64
	% Lines	30.4		31.0		54.3	12.8	24.7
AR/EU	Lines	5		7		11	12	30
	% Lines	8.9		7.0		31.4	11.0	11.6

TABLE 3.4 (cont'd.)

News Dimension		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
15 Oct								
DOM	Lines	50	171	133	34	45	143	526
	% Lines	14.1	49.0	23.8	16.3	9.8	55.9	28.7
BIL	Lines	104	143	148	70	262	49	672
	% Lines	29.3	41.0	26.4	33.7	57.2	19.1	36.7
REG	Lines	104	13	230	20	76	19	358
	% Lines	29.3	3.7	41.1	9.6	16.6	7.4	19.6
INT	Lines	70	22	49	33	36	27	167
	% Lines	19.7	6.3	8.7	15.9	7.9	10.6	9.1
OTHER	Lines	27			51	39	18	108
	% Lines	7.6			24.5	8.5	7.0	5.9
16 Oct								
DOM	Lines	95	173	141	81	82	315	792
	% Lines	26.4	29.0	29.9	62.3	25.8	45.9	36.0
BIL	Lines	130	227	218	29	115	217	806
	% Lines	36.1	38.1	46.3	22.3	36.1	31.6	36.6
REG	Lines	46	34	80		56	23	193
	% Lines	12.8	5.7	17.0		17.6	3.4	8.8
INT	Lines	36	58	9		15	127	209
	% Lines	10.0	9.7	1.9		4.7	18.5	9.5
OTHER	Lines	53	104	23	20	50	4	201
	% Lines	14.7	17.5	4.9	15.4	15.7	0.6	9.1
TOTALS								
DOM	Lines	414	1479	641	611	426	1013	4170
	% Lines	18.0	44.5	22.1	39.7	14.9	35.7	31.0
BIL	Lines	819	865	1263	257	1005	1013	4403
	% Lines	35.5	26.1	43.7	16.7	35.2	35.7	32.8
REG	Lines	638	278	636	37	767	176	1894

TABLE 3.4 (cont'd.)

News Dimension		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
	% Lines	27.7	8.4	22.0	2.4	26.9	6.2	14.1
INT	Lines	250	240	214	115	363	387	1319
	% Lines	10.9	7.3	7.4	7.5	12.7	13.7	9.8
OTHER	Lines	182	463	135	520	293	243	1654
	% Lines	7.9	13.9	4.7	33.8	10.3	8.6	12.3

Once again, there are many differences within and between news agencies. However, all the agencies transmitting to GNA, with the exception of QNA, carry a disproportionately heavy amount of Domestic and Bilateral news to the relative exclusion of Regional and International news. In this latter context, QNA and INA are exceptions since they provided a sizeable amount of Regional news. It is interesting to note that GNA tends to increase considerably the amount of Regional news compared with that which it receives from the inputting agencies. This is in line with its aim of becoming a truly regional news agency for the Gulf. In overall terms, it is clear that Bilateral news is the dominant category and it is with this Bilateral news that the following section is concerned.

3.6 News relevance

The task of identifying the "news relevance" for Arab and/or European foci was stated in the introduction as one of the research objectives. It is intended here to examine this within the framework of the Bilateral news transmitted around the Gulf region. The table below

TABLE 3.4

News Dimension		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
10 Oct								
DOM	Lines	65	283	132	141	36	100	692
	% Lines	19.2	49.5	29.4	48.0	6.4	21.2	29.5
BIL	Lines	133	120	206	37	219	173	755
	% Lines	39.4	21.0	45.9	12.6	39.1	36.7	32.2
REG	Lines	109	67	70	11	203	55	406
	% Lines	32.3	11.7	15.6	3.7	36.3	11.7	17.3
INT	Lines	10	10	26	11	88	71	206
	% Lines	3.0	1.7	5.8	3.7	15.7	15.1	8.8
OTHER	Lines	21	92	15	94	14	72	287
	% Lines	6.2	16.1	3.3	32.0	2.5	15.3	12.2
11 Oct								
DOM	Lines	57	269	74	143	62	191	739
	% Lines	16.7	43.2	16.4	43.9	14.9	34.7	31.2
BIL	Lines	167	147	244	52	145	177	765
	% Lines	48.9	23.6	54.0	15.9	34.8	32.1	32.3
REG	Lines	66	50	81	6	135	29	301
	% Lines	19.3	8.0	17.9	1.8	32.4	5.3	12.7
INT	Lines	23	57	53		53	73	236
	% Lines	6.7	9.2	11.7		12.7	13.3	10.0
OTHER	Lines	28	99		125	22	81	327
	% Lines	8.2	15.9		38.3	5.3	14.7	13.8
12 Oct								
DOM	Lines	58	127	39	29	83	81	359
	% Lines	20.0	37.8	10.5	16.8	19.8	32.4	23.2
BIL	Lines	89	105	180	11	103	134	533
	% Lines	30.7	31.2	48.7	6.4	24.6	53.6	34.4
REG	Lines	115	60	71		85	13	229
	% Lines	39.6	17.9	19.2		20.3	5.2	14.8

TABLE 3.4 (cont'd.)

News Dimension		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
INT	Lines	9		28	8	50	10	96
	% Lines	3.1		7.5	4.6	11.9	4.0	6.2
OTHER	Lines	19	44	52	125	98	12	331
	% Lines	6.6	13.1	14.1	72.2	23.4	4.8	21.4
13 Oct								
DOM	Lines	18	206	42	108	30	59	445
	% Lines	8.7	65.6	17.6	75.0	14.7	21.0	37.7
BIL	Lines	56	15	100		35	109	259
	% Lines	26.9	4.8	42.0		17.2	38.6	21.9
REG	Lines	86	20	51		55	11	137
	% Lines	41.3	6.4	21.5		27.0	3.9	11.6
INT	Lines	36	32	15		72	55	174
	% Lines	17.3	10.2	6.3		35.3	19.5	14.7
OTHER	Lines	12	41	30	36	12	48	167
	% Lines	5.8	13.1	12.6	25.0	5.9	17.0	14.1
14 Oct								
DOM	Lines	71	250	80	75	88	124	617
	% Lines	17.3	46.6	22.9	28.3	18.4	36.9	31.4
BIL	Lines	140	108	167	58	126	154	613
	% Lines	34.1	20.1	47.9	21.9	26.4	45.8	31.2
REG	Lines	112	34	53		157	26	270
	% Lines	27.3	6.4	15.2		32.9	7.7	13.7
INT	Lines	66	61	34	63	49	24	231
	% Lines	16.1	11.4	9.7	23.8	10.2	7.1	11.8
OTHER	Lines	22	83	15	69	58	8	233
	% Lines	5.3	15.5	4.3	26.0	12.1	2.4	11.9

period of analysis, a WHO regional seminar was being held in Manama, Bahrain, and GNA covered this with its own newsmen.

3.5 News dimension

The domination of Political/Military and Economic news categories is also accompanied by a domination within these categories on certain types of event. To a large extent, this domination focuses on what might be termed "protocolarian news". This can be shown with reference to a relative concentration on Political Bilateral and Economic Bilateral stories - the meeting of two Foreign Affairs ministers, for example, or the establishment of a bilateral agreement between two countries in the political or economic fields. The general tendency is for this type of item to be short containing only a brief statement of protocol. Some examples from each of the agencies demonstrates this point.

The Emirates News Agency, for example, in the category of Political/Military news, transmitted 325 out of 701 lines (46.4 %) of Political Bilateral news. The average length of these items was 7.4 lines. In the category of Economic news, the agency transmitted 205 out of 1026 lines (20 %) of Economic Bilateral news at an average length per item of 8.2 lines. The other dominant Economic news was Economic Domestic accounting for 230 lines (or 22.4 %) - this indicates a tendency towards transmitting local Economic news.

The Iraqi News Agency, in the category of Political/Military news, transmitted 518 out of 1421 lines (36.5 %) of Political Bilateral news, each item having an average length of 7.4 lines. INA also showed a tendency towards transmitting local Political news - 22.7 % of the Political/Military items were Political Domestic stories. In the category of Economic news, INA transmitted 320 out of 769 lines (41.6 %) of Economic Bilateral news at an average length of 5.9 lines.

The Kuwait News Agency, in the category of Political/Military news,

transmitted 125 out of 325 lines (38.6 %) of Political Bilateral news at an average length of 6.9 lines. KUNA also had a tendency to transmit local news both in the Political/Military and Economic categories. In the first case, the level of Political Domestic news was 34.9 % and in the second case, the level of Economic Domestic news was 43.6 %.

The Qatar News Agency, in the category of Political/Military news, transmitted 627 out of 1513 lines (41.4 %) of Political Bilateral news at an average length of 9.6 lines. In the category of Economic news, the agency transmitted 211 out of 634 lines (33.3 %) of Economic Bilateral news at an average length of 7.5 lines.

The Saudi News Agency, in the category of Political/Military news, transmitted 667 out of 1465 lines (45.5 %) of Political Bilateral news at an average length of 6.9 lines. In the category of Economic news, the agency transmitted 127 out of 448 lines (28.4 %) of Economic Bilateral news at an average length of 6.3 lines. The Saudi News Agency also had a tendency to transmit both local Political and Economic news. In the first category, Political Domestic items accounted for 22.8 % of the total and in the second, Economic Domestic items accounted for 26.2 % of the total.

Finally, the Gulf News Agency, in the category of Political/Military news, transmitted 325 out of 790 lines (41.1 %) of Political Bilateral items at an average length of 6.6 lines. The focus on bilateral news in the Economic category was not so marked for the GNA as for the other agencies. Economic Bilateral news accounted for 168 out of 726 lines (23.1 %) at an average lenght of 7.3 lines. A relatively dominant focus for GNA in Economic news was Currency news concerned with quoting exchange rates in various Gulf region countries.

In the context of these figures, it is interesting to look at the general focus of the various agencies - on the extent to which they cover domestic, bilateral, regional or international news. The table on the following pages presents a general breakdown and, in cases where an item falls into two categories - for example, a domestic story with regional implications - it is classified under the dominant focus, in this case, domestic.

TABLE 3.5 (cont'd.)

News Relevance		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
AR/OTH	Lines	19		22		5	11	38
	% Lines	33.9		22.0		14.3	10.1	14.7
EU/AR	Lines						20	20
	% Lines						18.4	7.7
OTH/AR	Lines			9			16	25
	% Lines			9.0			14.7	9.6
OTHER	Lines	15	15	31			36	82
	% Lines	26.8	100.0	31.0			33.0	31.7
14 Oct								
AR/AR	Lines	63	2	60	23	48	58	191
	% Lines	45.0	1.8	35.9	39.7	38.1	37.7	31.2
AR/EU	Lines	34	61	5	4	32	20	122
	% Lines	24.3	56.5	3.0	6.9	25.4	13.0	19.9
AR/OTH	Lines	29	45	52	18	38	29	182
	% Lines	20.7	41.7	31.1	31.0	30.2	18.8	29.7
EU/AR	Lines			4			5	9
	% Lines			2.4			3.2	1.5
OTH/AR	Lines	14		7	13	8	22	50
	% Lines	10.0		4.2	22.4	6.3	14.3	8.2
OTHER	Lines			39			20	59
	% Lines			23.4			13.0	9.6
15 Oct								
AR/AR	Lines	57	53	17	18	122	10	220
	% Lines	54.8	37.1	11.5	25.7	46.6	20.4	32.7
AR/EU	Lines	23	82	14		18	7	121
	% Lines	22.1	57.3	9.5		6.9	14.3	18.0
AR/OTH	Lines	24	8	42	19	122	19	210
	% Lines	23.1	5.6	28.4	27.1	46.6	38.8	31.3

TABLE 3.5 (cont'd.)

News Relevance		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
EU/AR	Lines			31				31
	% Lines			20.9				4.6
OTH/AR	Lines			27	21		6	54
	% Lines			18.2	30.0		12.2	8.0
OTHER	Lines			17	12		7	36
	% Lines			11.5	17.1		14.3	5.4
16 Oct								
AR/AR	Lines	64	74	59	25	73	147	378
	% Lines	49.2	32.6	27.1	86.2	63.5	67.7	46.9
AR/EU	Lines	33	121	45	4	24	31	225
	% Lines	25.4	53.3	20.6	13.8	20.9	14.3	27.9
AR/OTH	Lines	25	32	48		18	18	116
	% Lines	19.2	14.1	22.0		15.6	8.3	14.4
EU/AR	Lines			23				23
	% Lines			10.6				2.8
OTH/AR	Lines	8		11			21	32
	% Lines	6.2		5.0			9.7	4.0
OTHER	Lines			32				32
	% Lines			14.7				4.0
TOTALS								
AR/AR	Lines	407	283	357	117	551	419	1727
	% Lines	49.7	32.7	28.3	45.5	54.8	41.4	39.2
AR/EU	Lines	181	339	178	42	145	151	855
	% Lines	22.1	39.2	14.1	16.3	14.4	14.9	19.4
AR/OTH	Lines	167	199	295	52	235	133	914
	% Lines	20.4	23.0	23.4	20.2	23.4	13.1	20.8
EU/AR	Lines			68		4	55	127
	% Lines			5.4		0.4	5.4	2.9

TABLE 3.5 (cont'd.)

News Relevance		GNA	WAM	INA	KUNA	QNA	SNA	TOTAL INPUT TO GNA
OTH/AR	Lines	33	14	102	34	44	112	306
	% Lines	4.0	1.6	8.1	13.2	4.4	11.1	6.9
OTHER	Lines	31	30	263	12	26	143	474
	% Lines	3.8	3.5	20.8	4.7	2.6	14.1	10.8

From the seven-day totals, a clear priority can be seen. With the exception of the Emirates News Agency, all news agencies (including the Gulf News Agency) gave priority to Bilateral news concerning two Arab countries. There was some variation in this between the agencies - QNA, for example, transmitted over half of its Bilateral items with reference to Arab-Arab relations, while INA carried just over a quarter of such material.

In the context of Arab-European relations, it is interesting to note the figures for the two relevant categories - AR/EU and EU/AR. Bilateral news events originating in a European country and concerning relations with an Arab country were only minimally covered. In fact, WAM and KUNA carried no such material and GNA did not use any such material in its transmissions. On the other hand, there was some coverage of Bilateral events originating in an Arab country and concerning relations with a European country. The amounts varied between agencies, with INA, KUNA, QNA and SNA providing relatively similar amounts of such news and WAM transmitting substantially more. In its transmissions, GNA used a slightly higher percentage of such material than the average amount it received, although the difference (around 3 %) is not sizeable.

The general tendency is for Bilateral Arab-European affairs to

attract attention when they occur in Arab locations rather than when they occur in European locations. It might be suggested in this context that more attention could be paid to European sources when events of significance to the Arab world occur.

3.7 Summary of findings concerning the news flow in the Gulf Region

By way of summarizing this analysis of the volume and content of the news flowing around the Gulf Region, there are five major findings:

(1) Five news agencies supply the Gulf News Agency with an average of 1920 lines per day and of this (and including some internally produced material) GNA transmits an average of 329 lines per day.

(2) The news flowing through the Gulf News Agency around the Gulf Region largely originates in the Gulf Region.

(3) The news is dominated by Political/Military and Economic news items

(4) The news is largely concentrated on Domestic or Bilateral events.

(5) News of Arab-European interest tends to be used when events take place in Arab locations.

In general, there was a tendency towards concentration whether of datelines or subject matter and also towards "protocolarian news".

PART II

FLOW OF INFORMATION BETWEEN THE GULF STATES, IRAN AND TURKEY

by ERTUĞRUL ÖZKÖK

1

Introduction

The purpose of this study

To study the volume and content of news transmitted between the countries in the Gulf, Iran and Turkey. To analyse how, and through what channels, information from these countries reaches Turkey, and to study the dissemination of this information in Turkey by national agencies.

The study will deal with the following media:

(a) National and regional agencies in the Gulf region

The agencies that fall within the scope of this study are the Iraqi News Agency, the Saudi News Agency, the Kuwait News Agency, the Emirate News Agency, the Qatar News Agency, and the regional agency, the Gulf News Agency. None of these agencies is, however, in contact with Turkey. The Anadolu Agency has signed a bilateral agreement with the Iraqi News Agency, but this agreement has not yet brought about permanent co-ordination; consequently, Iraqi News Agency broadcasts are only monitored during diplomatic visits that take place between the two countries. In short, no agency, national or regional, supplied news to Turkey during the period covered by our research.

(b) International agencies

International agencies and the big national agencies whose information is used in Turkey at the present time are the following: AP, AFP, Reuter and DPA. Of these, AP, AFP and Reuter are regularly used by the TRT (The Turkish Radio and Television Service) and the AA (The Anadolu Agency). The AA has the distribution rights of these agencies in Turkey. UPI only has agreements with private press agencies. Until very recently, the representative of this agency, and the distributor of its news items in Turkey, was the THA (the Turkish News Agency).

However, UPI has not renewed its contract with the THA and has signed an agreement with another private body, AKAJANS (the Mediterranean Agency). While this research was being carried out (12-19 October 1978) telex links were not established and UPI was consequently not operating in Turkey during this period. It is not included in this study. DPA supplies news to a non-governmental press agency, the ANKA (the Ankara Press Agency) which also owns its distribution rights. The Tass Agency has no official subscriber among the press agencies. This agency's news is not often used, or is used in news broadcasts by foreign radio stations.

(c) Agencies in Turkey

This paper deals more particularly with two agencies in Turkey, namely, the AA and the ANKA. The AA is a public enterprise known as an "official news agency". Apart from the big agencies mentioned above, the AA has bilateral agreements with certain national agencies, but these are not really permanent in character. The AA has the distribution rights of big agencies in Turkey. At present it is the principal source of information from abroad. Information supplied by UPI will also be circulated in Turkey.

(d) Turkish radio and television services

Turkey's radio and television services are State-run. The radio service provides three programmes, known as TRT I, TRT 2 and TRT 3. For the period which concerns us we have chosen TRT I which has the greatest number of listeners in the country. The news broadcasts on these three programmes are very similar. Under an agreement signed with the AA, TRT's Information Centre can receive information via the telex facilities of Reuter's agencies and AFP without going through the AA. There is also a service that monitors foreign radio stations.

Television news is prepared by a separate service. Television mostly uses news prepared for radio broadcasts while news pictures are provided by Eurovision. Television news agencies also provide ma-

terial for Turkish television.

(e) Newspapers

At present, Turkey has 400 daily newspapers although most of them have a very limited circulation. Our study will cover the following fourteen newspapers: Hurriyet, Tercuman, Gunaydin, Milliyet, Cumhuriyet, Yeni Asir, Son Havadis, Aydinlik, Hergün, Dünya, Bayrak, Yeni Halkçi, Sabah and Milli Gazete.

Among these papers are to be found the five with the largest circulation.

One of the main problems we encountered in the course of our research was to identify the sources used by these newspapers, since information sources were frequently not mentioned. An appreciable amount of information is obtained from different sources.

Regarding volume, we measured the amount of news by the number of words used.

As to content analysis, information used was divided into the following seven categories: domestic policy, diplomatic relations, social unrest, the economy, culture and science, natural catastrophes and miscellaneous. During the period analysed, an important event affecting the countries in the Gulf region took place. This was the Conference on the Lebanese question, held in Beirut and attended by the foreign ministers of the Gulf States. Information concerning this meeting is analysed as a separate category.

Inputs of the media in Turkey

TABLE 1 - Word volume of news items transmitted to Turkey by international agencies:

Country	AP*	AFP	Reuter	Total	%
Iran	3,402	3,569	4,609	11,580	62.58
Iraq	350	2,493	270	3,113	16.82
Saudi Arabia	240	314	516	1,070	6.78
Kuwait	-	502	246	748	4.04
U.A.E.	144	476	807	1,427	7.41
Bahrain	-	107	-	107	0.58
Conference	-	339	120	459	2.49
T O T A L	4,136	7,800	6,568	18,504	100.00

* Information from PANA is relayed by AP.

TABLE 2 - Each agency's share in the total of news transmitted during the period under study:

	%
AP	22.35
AFP	42.15
Reuter	35.50

TABLE 3 - Word volume of news items transmitted by the main international agencies having a contract with AA (according to topics dealt with):

		%
Domestic policy	3,283	17.74
Diplomacy	4,544	24.55
Social unrest	6,787	36.68

TABLE 3 (cont'd.)

		%
Economic affairs	1,976	10.67
Culture-Science	-	-
Natural catastrophes	223	1.21
Miscellaneous	1,294	6.67
Conference	1,015	2.48
T O T A L	18,504	100.00

TABLE 4 - Word volume of news items circulated by the AA

(a) Distribution of information made available by the AA in Turkey, by source of information:

Countries	Number of words	%
Iran	2,797	55.09
Iraq	662	13.04
Saudi Arabia	790	15.56
Kuwait	430	8.47
U.A.E.	129	2.54
Bahrain	-	-
Conference	269	5.30
T O T A L	3,077	100.00

(b) Distribution of information by topic dealt with:

Topics	Number of words	%
Domestic policy	621	12.23
Diplomacy	1,468	28.91
Social unrest	1,809	35.63
Economic affairs	729	14.36
Culture-Science	-	-

TABLE 4 (b) (cont'd.)

Topics	Number of words	%
Natural catastrophes	69	1.36
Miscellaneous	112	2.21
Conference	269	5.31
T O T A L	5,077	100.00
		%
Domestic policy + social unrest :	2,430	47.86
Diplomacy + Beirut conference :	1,737	34.21

TABLE 5 - Volume of AA transmissions during the period under study (according to country and news source):

	AP		AFP		Reuter		Other Agencies		Total	
Countries	words	%	words	%	words	%	words	%	words	%
Iran	151	5.40	2,008	71.79	638	22.81	-	-	2,797	100
Iraq	185	27.94	220	33.23	235	27.94	22	3.33	662	100
Saudi Arabia	240	30.38	182	23.04	368	46.58	-	-	790	100
Kuwait	-	-	275	63.95	140	32.36	15	3.49	430	100
U.A.E.	-	-	114	88.37	-	-	15	11.53	129	100
Bahrain	-	-	-	-	-	-	-	-	-	-
Conference	-	-	176	65.43	93	34.57	-	-	269	100
T O T A L	576		2,975		1,474		52		5,077	

During the period under study, AFP constituted the biggest source

of information for the AA on the events taking place in Iran. The AA transmitted only 151 words originating from AP to its subscribers. (We must bear in mind that information from PANA transmitted by AP to its subscribers was not used by the AA). 64.48 % of the information on Iran transmitted by AA told of events happening in that country. On the other hand, a large proportion of the information classified under the heading "domestic policy" was connected with those events, so these two topics can be dealt with together. In this case, we can say that 87.18 % of the information transmitted by the AA concerned the aforementioned events.

During the period under study, the Anadolu Agency transmitted 662 words of news on Iraq, of which two-thirds concerned diplomatic events.

The total volume of news transmitted by the AA on Saudi Arabia amounted to 790 words, three quarters of which dealt with the country's diplomatic relations.

During the period under study, the volume of news on Kuwait in daily bulletins totalled 430 words. AP transmitted no news items on Kuwait during the period. Consequently, almost all the information transmitted by the AA came from AFP and Reuter (only 15 words, i.e., 3.49 % of the total, came from a different source).

The AA transmitted to its subscribers only 129 words on the U.A.E. during the period which concerns us; 114 of the 129 words were supplied by AFP, which was the AA's principal source of information. After AFP came the AA's private source of information with 15 words.

During the same period, the AA transmitted 269 words on the Beirut Conference (AFP-176, Reuter-93).

Distribution, by the agency supplying news, of information transmitted by the AA:

AP	576	11.35 %

AFP	2,975	58.60 %
Reuter	1,474	29.03 %
Other Agencies	52	1.01 %
TOTAL	5,077	100.00 %

TABLE 6 - Comparison of news received and transmitted by the AA:

	News received	News transmitted	%
AP	1,273	576	45.25
AFP	7,800	2,975	38.14
Reuter	6,568	1,474	22.44
PANA	2,863	-	-
T O T A L	18,504	5,025	27.16

Observations

The research we undertook brought to light the following characteristics. News transmitted on the region was largely dominated by information relating to Iran. However, only a small proportion of this news was actually transmitted by the AA, as this agency only transmitted 24.15 % of the information it received on Iran. The proportion of news transmitted on Saudi Arabia was fairly high - 73.83 % for the former country and 57.49 % for the latter. With a proportion of 58.60 %, the Beirut Conference was fairly well reported.

The analysis by topics covered led us to the conclusion that, considering the amount of information received, the volume of news on social unrest was fairly considerable (1,809 words in all). One can easily understand the reason for these results if one takes into account

the seriousness of the events occuring in Iran at the time our research was carried out. In addition, as we have already remarked, the events in Iran have a practically direct bearing on political events in Turkey. In this instance, it would be natural to take the two categories together. This would give us a volume of 10,070 words on the events in Iran. The volume of words transmitted by the AA amounts to 2,430, which means that the proportion of messages transmitted on these two topics combined represents 24.13 %.

With a proportion of 9.09 %, news classified under the heading "miscellaneous" attracted very little attention. On the other hand, the level of transmission of news concerning epidemics and fires was above the weekly average (30.94 %). Finally, information on diplomatic relations represented a proportion of 32.31 % of transmissions.

"Inputs" by the Turkish media during the period researched were dominated by three main topics, namely, the events in Iran and the Beirut and Baghdad conferences. These three main events increased the volume of information coming from the Gulf and from Iran.

The following were the characteristics of the flow of information through the main agencies during our period:

1. There was a complete lack of cultural and scientific news. The bulletins of the big agencies made no mention of news about the development efforts of the countries in the region.

2. There was a relationship between the volume of information and the degree of diplomatic and economic relations between the countries where these agencies are maintained. In other words, in these countries, the volume of diplomatic and economic relations influences the volume of information to be transmitted.

3. National and regional agencies were not involved in the transmission of information from the Gulf States and from Iran to Turkey. Still, two information items, one put out by the Emi-

rate News Agency and the other by the Gulf News Agency on 18 and 19 October, a total of 358 words, were relayed by Reuter. The big agencies also relayed some information which appeared in the regional press. All in all, the region's press and agencies play only a minor role in the dissemination of information.

4. During our period, AP and DPA transmitted very little information on Iran. The agency's telex-receiver was, however, out of action for two days. Nevertheless, on 15, 16 and 17 October when events in Iran were at their climax, the volume of news transmitted by DPA was rather small compared with that of Reuter and AFP. (Here, the declarations of support for the Sha's regime, made by the United Kingdom and France, should be taken into account).

5. The 84.53 % of information on the region put out by the AA came from three principal sources. The remaining 15.47 % were produced by PANA and relayed by AP. These three agencies produced all the information put out by the AA on the Gulf region and Iran. During the period analysed, the AA transmitted only 52 words obtained from other sources, i.e., 1.02 % of all its information on the region. In contrast, three main agencies produced 98.98 % of the information.

6. The most used source of regional information in Turkey is AFP. The AA put out 2,975 of the 7,800 words transmitted to it by AFP. AFP is thus the agency that produces the most information on the region, whilst AP is the most used source, as 45.25 % of the information transmitted by it was used by the media.

In short, during the period under analysis, the three big international agencies, AP, AFP and Reuter supplied the inputs of the media in Turkey.

Outputs of the media in Turkey

The news department of the Turkish radio and television services receives information via AP, AFP and Reuter. The TRT (Turkish Radio and Television Services) also monitors foreign broadcasts. It uses information from all these sources. It is difficult to determine the exact contribution made by each agency to all the news broadcast by radio. Turkish television depends more on news transmitted by Reuter.

1. Radio - Number of words broadcast by TRT 1, by country covered:

Country	Words	%
Iran	996	57.24
Iraq	115	6.61
Saudi Arabia	350	20.11
Kuwait	-	-
U.A.E.	-	-
Bahrain	-	-
Conference	279	16.04
T O T A L	1,740	100.00

- Number of words broadcast, by topic dealt with:

Subjects	Percentage in relation to volume
Domestic policy	-
Diplomacy	20.51
Social unrest	50.57
Economic affairs	12.88
Culture-Sciences	-
Natural catastrophes	-
Miscellaneous	-
Conference	16.04

In the transmission of news on the region, the radio mostly used the services of the three big agencies. Of the 1,740 words broadcast, 1,182 came from AP, AFP and Reuter, which amounts to 67.93 % of the information concerning the region. Moreover, if we take into account the fact that PANA's information was transmitted via AP, the percentage rises to 75.80 %. However, we must not let ourselves be deceived by this figure, as most of the information from other sources was connected with the visit paid by Turkey's Chief of Staff to Iran, and the visit of the Minister of State to Saudi Arabia. This information consequently came through official channels. All the information on these two topics amounted to 312 words. Leaving this official information aside, 82.77 % of the information came from the three big cities. If PANA is included, the figure increases to 92.37 %. In short, during the period analysed, the three big agencies were the principal sources used by TRT 1 for news on the Gulf States and Iran.

2. Television

The inputs of Turkish television can be divided into two categories, namely visual and written material. In the case of written material, Turkish television drew exclusively on Reuter's services during the period in question. UPI-TN and VISNEWS supplied visual material. News film transmitted by these two agencies concentrated on two main news items: the events in Iran and the Beirut Conference. Otherwise, Turkish television transmitted only one news item on the region - that concerning the visit of the Turkish Minister of State to Saudi Arabia.

(a) Distribution of news transmitted by UPI-TN and VISNEWS

Country	UPI-TN duration	%	VISNEWS duration	%	TOTAL duration	%
Iran	3	33.33	-	-	3	23.08
Saudi Arabia	-	-	-	-	-	-

Country	UPI-TN duration	%	VISNEWS duration	%	TOTAL duration	%
Conference	6	66.67	4	100.00	10	76.92
T O T A L	9	100.00	4	100.00	13	100.00

The two agencies mentioned above transmitted 13 minutes of news film, 3 minutes of which dealt with the events in Iran. UPI-TN supplied all the films on Iran. On the Beirut Conference, the agencies supplied 10 minutes of news film of which 40 per cent was transmitted by VISNEWS.

(b) Broadcasting of news by Turkish television

- by country concerned:

Country	Words	Percentage of words	Duration of films	Percentage of films
Iran	388	44.04	1' 55"	39.64
Saudi Arabia	59	6.70	-	-
Conference	434	49.26	3' 56"	60.36
T O T A L	881	100.00	5' 51"	100.00

- by topic dealt with:

Topic	Words	Percentage of words	Duration of films	Percentage of films
Diplomacy	59	6.70	-	-
Social unrest	388	44.04	1' 55"	39.64
Conference	434	49.26	3' 56"	60.36
T O T A L	881	100.00	5' 51"	100.00

(c) Use made by Turkish television of film received

Country	News film Received	Broadcast	Percentage televised
Iran	3'	1' 55"	5.66
Saudi Arabia	-	-	
Conference	10'	3' 56"	35.60
T O T A L	13'	5' 51"	42.38

Turkish television received 13 minutes of news film during the period analysed, using 5' 51" of them. In other words, the television news department broadcast 51.66 % of the news it received on Iran. In contrast, the proportion of news transmitted on the Beirut Conference amounted to 35.60 %. In relation to the size of input, Turkish television televised a greater quantity of news dealing with the Beirut Conference. During this period, important events were taking place in Iran. The period analysed took in the events which occurred on the fourth day of the disturbances, known as "Black Friday", which was proclaimed a national day of mourning. However, our analysis shows that these events were not presented in the same proportion in the news film put out by the big agencies.

One last point worthy of note is that Turkish television depends entirely on the aforementioned agencies for information on the Gulf State and Iran.

3. Newspapers

(a) Number of words published according to countries concerned:

Newspaper	Iran	Iraq	S.A.	Kuwait	U.A.E.	Bahrain	Conf.	Total	%
Hürriyet	584	137	-	-	-	-	-	721	7.30

Newspaper	Iran	Iraq	S.A.	Kuwait	U.A.E.	Bahrain	Conf.	Total	%
Gunaydin	619	-	-	-	-	-	-	619	6.27
Terciiman	769	260	162	50	-	-	94	1,335	13.52
Milliyet	1,073	-	26	-	-	-	-	1,099	11.13
Cumhuriyet	1,120	172	93	-	-	-	284	1,669	16.91
Yeni Asir	493	-	-	-	-	-	-	493	4.99
Son Havadis	150	-	-	-	-	-	-	150	1.52
Aydinlik	807	-	-	-	-	-	291	1,098	11.12
Hergun	375	80	-	-	-	-	-	455	4.61
Dünya	641	150	-	-	-	-	54	845	8.56
Bayrak	169	-	49	-	-	-	-	218	2.21
Yeni Halkçi	45	66	-	-	48	-	-	159	1.61
Sabah	413	-	-	-	-	-	-	413	4.18
Milli Gazete	253	180	165	-	-	-	-	598	6.07
T O T A L	7,511	1,045	495	50	48	-	723	9,872	100.00

The 14 newspapers we examined published 9,972 news words on the countries of the Gulf region, but 76.08 % of this news concerned Iran. It is fair to say that the events in Iran were determining factors in the presentation of news about the region. Iran was followed by Iraq in the total of news concerning the region, with 10.59 %. Only 593 words devoted to the remaining Gulf States, i.e., 6.01 % of the total.

(b) Number of words published, by topic dealt with:

Newspaper	Domestic policy	Diplo-macy	Social unrest	Econo-mic affairs	Culture and science	Natural catas-trophes	Misc.	Conf.
Hürriyet	-	137	584	-	-	-	-	-
Gunaydin	324	-	188	107	-	-	-	-
Terciiman	-	50	769	422	-	-	-	94
Milliyet	-	26	923	150	-	-	-	-

Newspaper	Domestic policy	Diplo-macy	Social unrest	Econo-mic affairs	Culture and science	Natural catas-trophes	Misc.	Conf.
Cumhuriyet	130	502	487	266	-	-	-	284
Yeni Asir	-	-	352	141	-	-	-	-
Son Havadis	-	-	150	-	-	-	-	-
Aydinlik	78	-	729	-	-	-	-	291
Hergün	171	80	204	-	-	-	-	-
Dünya	84	111	557	39	-	-	-	54
Bayrak	40	-	129	49	-	-	-	-
Yeni Halkçi	-	66	45	48	-	-	-	-
Sabah	-	-	413	-	-	-	-	-
Milli Gazete	132	-	121	180	-	-	165	-
T O T A L	959	972	5,651	1,402	-	-	165	723
	9.71%	9.85%	57.24%	14.20%	-	-	1.68%	7.32%

(c) This analysis shows that more than half of the news which appeared in the Turkish press was published by the five daily newspapers, i.e. 55.14 %. This result is not conclusive, however, because these papers, with their considerable means, can devote more space to foreign news.

Our analysis by country gives us a result similar to that obtained for the 14 Turkish newspapers. 76.52 % of all news transmitted on the Gulf region dealt with Iran, followed by Iraq with 569 words, i.e., 10.45 % of the total. By contrast, there was no news on Qatar, Bahrain and the United Arab Emirates in the pages of these five large-circulation dailies. This leads us to the conclusion that the outputs of the Turkish media exhibited the same trends as their inputs (i.e. the volume and content of the news transmitted by the principal agencies).

We shall now try to analyse in greater detail the findings of our

research. We have already observed that the greater part of the AA's transmissions dealt with the social unrest current in the region. This shows a parallel with the analysis by country of news transmitted. The fact that Iran has pride of place in the total of news concerning these countries results in most space being devoted to news about those events. If one considers that a large proportion of the news classified under the title "Domestic policy" is, in fact, connected with the aforementioned events, the proportion of space devoted to these types of information increases. The figure is then 66.95 %, which virtually constitutes the news space devoted to Iran.

(d) If these findings are compared with those obtained from the AA, the following differences are observed:

The proportion of news dealing with the events in Iran is higher in the Turkish press than in the AA's daily bulletins. (76.08 % as against 55.09 % in the AA's bulletins). On the other hand, the proportion of news on Iraq is identical for these two media. Moreover, the Turkish press made no mention of news put out by the AA on Kuwait and the United Arab Emirates. The proportion of space devoted to the Beirut Conference, on the other hand, shows and increase in the dailies. (7.32 % as against 5.30 % in the bulletins of the AA).

On the distribution by topics dealt with:

The proportion of space occupied by news on social unrest is greater in the dailies than in the AA's bulletins. Indeed, this proportion, which is 35.63 % in the AA's bulletins, increases to 57.24 % in the newspapers examined. (In total, the volume of news on domestic policy and social unrest also increases from 47.86 % to 66.85 %).

Another conclusion that can be drawn from this comparison concerns

the smaller proportion of diplomatic news in the information published by Turkish dailies. During the period analysed, the 14 dailies published 906 words of information as compared with the 1,468 words put out by the AA on the same subject. This represents a decrease of 38.29 %. Economic information was present in the same proportion in the daily newspapers and the AA's bulletins. (14.36 % in the AA's bulletins as compared to 14.20 % in the newspapers studied).

(e) Contribution of the main news sources to the information published by the daily newspapers analysed:

Sources	Volume of words used by dailies	Percentage of words
AP	296	3.00
AFP	2,285	23.15
Reuter	354	3.59
DPA	159	1.61
AA (domestic)	62	0.63
Combined	3,527	35.73
THA	1,912	19.37
Other	1,277	12.92
T O T A L	9,872	100.00

As we have already observed, it is difficult to make a quantitative analysis of the distribution of news published by the Turkish press. This is so for the following reasons:

Some daily newspapers do not identify the sources of the news they publish.

In addition, an appreciable section of the Turkish press prefers

to publish information derived from a number of different sources. As a result, it is extremely difficult to determine the precise source. International agencies are, however, the sources mostly used.

Finally, we classified information from other sources under the heading "other". Unidentified sources are also classified under the same heading.

(f) We shall now look at the facts of the matter:

AFP was the most important source for the Turkish press during our period as it alone supplied 23.15 % of the news transmitted on the Gulf States. Reuter comes a poor second with 3.59 %. Moreover, under the heading "other", the principal news sources are AP, AFP and Reuter. Turkish newspapers also make use of foreign radio broadcasts.

On a national level, the AA and the THA were the two main sources for Turkish newspapers of news relating to the countries in the Gulf and Iran. The AA is indeed the primary supplier for Turkish newspapers as it is the general distributor of the news gathered by three big international agencies. The THA has no special contract with any foreign agency and consequently the foreign news that it transmits comes from the three big agencies mentioned above. (The THA has cancelled its contract with UPI).

A third point worthy of note is that news coming from a variety of sources is, in most cases, a summary of news transmitted by the three big international agencies.

News from indigenous Turkish sources was of a different kind. Some of it concentrated on the official visits of Turkish public figures to Iran and Saudi Arabia, which means that this type was put out by official sources. The second type of news was provided by Turkish journalists visiting those countries. During the period we ana-

lysed, a visiting delegation of Turkish journalists supplied 303 words of news to Turkish daily newspapers.

As with AFP's bulletins, the national and regional agencies belonging to the Gulf countries play no part in the Turkish media, these being dominated by information procured via the big international agencies. Although it is difficult to determine the exact proportion of news each source contributes, we can none-the-less form a general idea. In effect, all the news material supplied by AP, AFP, Reuter and the DPA made up 31.38 % of the information published on the region. If one takes into account the summarized versions of this regional news and the news transmitted via the THA, this figure rises to about 90 %.

4

Conclusion

1. One of the main conclusions that can be drawn from this research is that the Turkish media are dependent on a few big international agencies.

2. There is some correlation between the volume of news transmitted on a given country and the diplomatic and economic relations this country maintains with the countries in which these agencies are based.

3. The AA and the Turkish media reflected to a certain extent what they received from the principal agencies.

The Turkish public was thus informed by the three big international agencies, AP, AFP and Reuter. By contrast, the national and regional agencies played almost no part in the dissemination of regional news.

PART III

RECOMMENDATIONS FOR THE GULF NEWS AGENCY

by PHIL HARRIS
HARALD MALCZEK

From conversations with the Deputy Director General of the Gulf News Agency, it appears that a problem confronted by the agency is that of credibility vis-à-vis the transnational news agencies. Two examples demonstrate what this means for the Gulf News Agency.

The Gulf News Agency correspondent in London sent to GNA headquarters in Bahrain what the agency thought was a "good" story on the signing by President Nimeiry of the Sudan of an agreement with the Federal Republic of Germany. However, although GNA transmitted the story in its services it was not picked up by any of the Gulf region news media. Several days later, Reuter sent a story concerning the signing of the agreement quoting official Sudanese sources. This story was picked up.

In the aftermath of the Camp David meetings between President Anwar Sadat and Premier Menahem Begin, the Iraqi government had been sounding out the possibility of convening an Arab summit conference to activate Arab opposition to the "peace plans". Sedoun Gaidan, a member of the Iraqi Government visited Bahrain to deliver an invitation to H.H. the Emir to the Arab summit which convened in Baghdad on 1 November. This was the first official declaration of the proposed date for the summit. A GNA reporter at Bahrain airport filed a story for GNA which the agency then transmitted. However, it was not until Agence France Presse (which had taken the story from GNA) transmitted this information that the news media in the Gulf region used the material.

These two examples indicate the nature of the problem for the GNA. The Gulf News Agency also complains that although it transmits its regional service to Europe it is not used - rather European media prefer to use the material of the transnational news agencies.

In setting out some recommendations below, these problems were taken into consideration.

Recommendation 1 (*)

The Gulf News Agency should negotiate specific agreements with European news agencies elaborating the precise nature of the service to be offered and stipulating costs, etc.

A major problem at the moment for GNA is the fact that it merely "throws its material into the air" and hopes that it will be picked up in Europe. This haphazard form of transmission carries the possibility that GNA material can be used without sourcing.

Recommendation 2

The Gulf News Agency must apply more stringent editorial control to minimize duplication.

As mentioned in the report, there is a considerable degree of overlapping and duplication in the GNA service which minimizes its effectiveness.

Recommendation 3

GNA could profitably provide its clients with a forecast and a retrospective for the material it transmits.

If gatekeepers in the agencies receiving the GNA service were provided with a forecast (in the form of a brief listing of the material to be transmitted), this would make the task of selection much easier. Similarly, if a retrospective listing of material transmitted were given, this would enable gatekeepers to control for potentially

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(*) These recommendations are in no particular order of importance.

important or usable material which had been missed.

Recommendation 4

GNA should expand its correspondent network.

Steps have already been taken in this direction - the participating Directors General of the agencies of the Gulf region decided to instal GNA correspondents in each of the participating Gulf states at their meeting on 9 October 1978. However, it might be suggested that correspondents in European centres would improve the flow of news between the Gulf region and Europe.

Recommendation 5

The service should carry less official and less "protocolic" news.

This is not to argue that official news should not be carried - there is legitimate space for it. However, the over-concentration of such material renders the service less acceptable to European clients.

Recommendation 6

GNA should attempt to provide a regular service of Gulf regional features and round-ups.

Five national news agencies in the region transmit material to the GNA and ir order to prevent duplication and to capitalize on the multiplicity of news sources from the countries of the region, it

would be profitable to produce features on issues of common interest. An obvious example would be a regular round-up of oil-related information concerning the Gulf region. If the Gulf News Agency wishes to become a truly regional news agency, this would appear to be one of the prerequisites.

Recommendation 7

GNA should have a clear idea of its market and select news for transmission accordingly.

Different news markets have different demands and some "tailoring" of GNA services to meet specific demands would make the service more attractive to potential clients.

Recommendation 8

A training scheme should be inaugurated to train specialized professional journalists and technicians.

It was evident from observation at the GNA that a large number of news stories were being processed which lacked basic information. While it may be important to give news about the signing of an agreement between two countries, the news become totally meaningless if no indication is given of the field in which the agreement is made - this type of omission occurred not infrequently at GNA.

Recommendation 9

The service should be less concentrated in dateline coverage and

in subject coverage.

Basically, this is a request for more "balance" in the service. Increasing the network of correspondents will help to solve the first concentration. More rigorous editing might help to solve the second.

It is suggested that if these recommendations were adopted, the chances for improving the flow of news between the Gulf region and Europe would be greatly improved.